



LA FASHION
DISTRICT
BUSINESS IMPROVEMENT DISTRICT
BRAND IDENTITY
PROPOSAL



APRIL 2017

CivicBrand 

THANK YOU

April 7, 2017

LA Fashion District BID

Ariana Gomez

110 E 9th St, Suite A1175

Los Angeles, CA 90079

It is our honor to submit this proposal for the rebranding effort for the LA Fashion District. At CivicBrand, we specialize not just in city and district branding but in a process that engages stakeholders, creates buy-in and delivers an implementation plan that will set the district up for success.

We are confident that the CivicBrand team is the perfect team to partner with on this effort. As a division of MODassic, we have nearly a decade of branding experience and we combine this with the civic focus of CivicBrand. In addition, unlike many branding agencies, we are uniquely qualified to implement the brand.

Sincerely,



Ryan Short

Founder - CivicBrand / MODassic



CivicBrand 

Primary Contact: **RYAN SHORT**

Email: ryan@civicbrand.com

Address: **1221 W. Campbell #123, Richardson, TX 75080**

Phone: **(214) 295-5165**

Website: civicbrand.com

THE PROJECT TEAM



We've brought together some of the finest minds in city consulting. With decades of experience in local government communications, branding, strategy and technology, we are excited to work with the LA Fashion District BID to create an authentic brand that engages the community.



CivicBrand



CIVIC BRAND

CivicBrand works with cities and districts on strategic planning, branding and communication efforts. We engage communities, producing greater buy-in and stakeholder involvement. Backed by a branding and marketing agency with nearly a decade of experience, CivicBrand is able to not only create a brand strategy but fully implement it as well.

CivicBrand is a division of the MODassic Group. The CivicBrand division works with cities, business development groups and architects on creating more engaged communities through branding, design and technology. The MODassic Group was formed in 2008, and as a successful and growing agency, expanded to take its design, branding and marketing experience and combine it with our passion for civic engagement. Thus CivicBrand was born.

Without great branding and an implementation plan, even the greatest products in the world will go unrecognized. The same goes for civic projects. CivicBrand uses engagement and research to craft a unique brand and utilizes technology to foster public engagement, buy-in and excitement around projects, events and their city. One of our favorite quotes is by Rousseau and goes, "Houses make a town but citizens make a city".

At CivicBrand, we take a holistic approach to branding. A brand for a city or city district is much more than just a logo, but instead is a reflection of the culture, history, activities and goals of the

community. Unified branding makes citizens feel more invested in their city, connecting them emotionally to the community and leading to a more prosperous society.

“ Creating more engaged communities through thoughtful branding, design and technology. ”

PAVLIK & ASSOCIATES

Formed in 1983, Pavlik and Associates represents cities, nonprofit and advocacy groups, and public agencies in branding, market and communication research, strategic planning and consensus building.

Led by Linda Pavlik, who has more than thirty years of experience, the firm is well-versed in the areas of branding, strategic planning, communications, and media and public relations in both the public and private sector.

Their extensive experience uniquely qualifies Pavlik and Associates to assist the CivicBrand team. Pavlik & Associates has seamlessly worked with CivicBrand on previous civic projects with great success. As a professional community affairs firm with decades of experience, the Pavlik team is a tremendous asset to the project team. The Pavlik team will help effectively engage stakeholders in the branding process in order to build consensus and assist in the development of the implementation and rollout plan.

CivicBrand and Pavlik & Associates both have extensive experience in enhancing branding and communications efforts within civic projects. Together, we want to work with the LA Fashion District BID to achieve its goal of developing an authentic LA Fashion District brand and implementation plan that not only meets the needs of today's stakeholders but sets the district up for success for decades to come as it continues to evolve.

PROJECT TEAM



Ryan Short
Founder
& Creative Director
CivicBrand



Linda Pavlik
Founder
Pavlik & Associates



Torr Leonard
Marketing Strategy
CivicBrand (LA)



Banner Short
Brand Strategy
CivicBrand



Shiloe du Vall
Engagement
CivicBrand



Jeremy Monroe
Design & Development
CivicBrand



Colin Coolidge
Design (UX)
CivicBrand



Brisa Byford
Marketing Strategy
CivicBrand

RELATED EXPERIENCE - CIVIC BRAND

District Branding

CivicBrand has worked with a number of cities, districts, CVB's and companies on branding, communication and digital strategies. CivicBrand has developed branding, implementation plans and communications strategies for cities and city districts, as well as worked with cities and their communications departments to promote city festivals.

DESIGN NORTH

MEET SHOP EAT EXPLORE

VISIT DESIGN NORTH

DISCOVER DESIGN NORTH

DESIGN NORTH is located in the North Dallas area just north of 635 and West of the Tollway. Our goal is to add DESIGN NORTH to the known list of hot spots such as the Galleria, Deep Ellum and the Downtown Dallas area.

EXPLORE

- Gary Riggs Home (1)
- Bova Contemporary Furniture (2)
- Precision Set Inc (5)
- Roma Furniture (6)
- Elegant Furniture (7)
- Kittrell Riffkind Art Gallery (8)
- Kay El Co. (9)
- Village Jewelers (10)
- Soho Furniture (15)
- Cutting Corners Dallas (17)
- Ciel Loft & Home (29)
- InVision (30)
- Statement Boutique (31)
- Lappin Lighting (32)
- Stephen Vincent Design (33)

EAT & DRINK

- Back Alley Furniture (18)
- Dallas Safari Club (19)
- Keaton Interiors (20)
- Psycho Gym (22)
- Jen's Place (3)
- Cattleback Barbecue (13)
- The Cultured Cup (14)
- Benny's Deli (23)
- Bev's Wine Bar (24)
- Darby's Pub & Grill (25)
- Fulton Brewery (26)
- Chanticlear Pizza (27)
- Rojo Mexican Grill (28)

SERVICES

- Edwards Printing Service (4)
- Aaron's Restoration (11)
- Caddy Printing & Graphics (12)
- Advantage Marketing (16)
- Woodbridge Home Exteriors (21)
- 514 Studios (34)
- Kim's Critter Care (35)
- Peter Hill Design (36)
- One Town Creative (37)
- TEN7 Interactive (38)

EMERALD CITY CRAFT BEER FESTIVAL

JUNE 24

The Emerald City Craft Beer Festival is the premier North Texas beer festival and competition.

MORE

HELLO SUMMER! AFTER HOURS EVENT.

JUNE 26

Statement Boutique will OPEN THE DOORS at 5:30 pm & remain open until the last customer is served!

MORE

#MARRYMEDALLAS SEND US YOUR PHOTOS

JUNE 27

514 Studios are combining two of your favorite things to bring you your new Friday obsession...

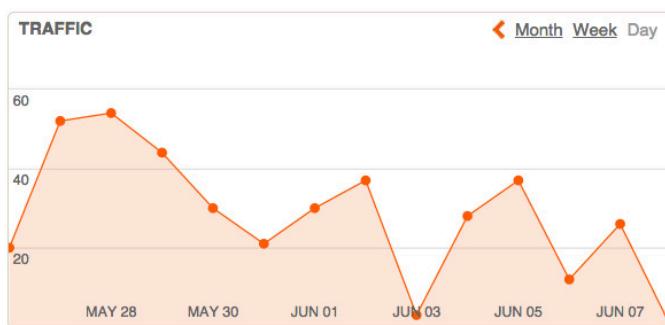
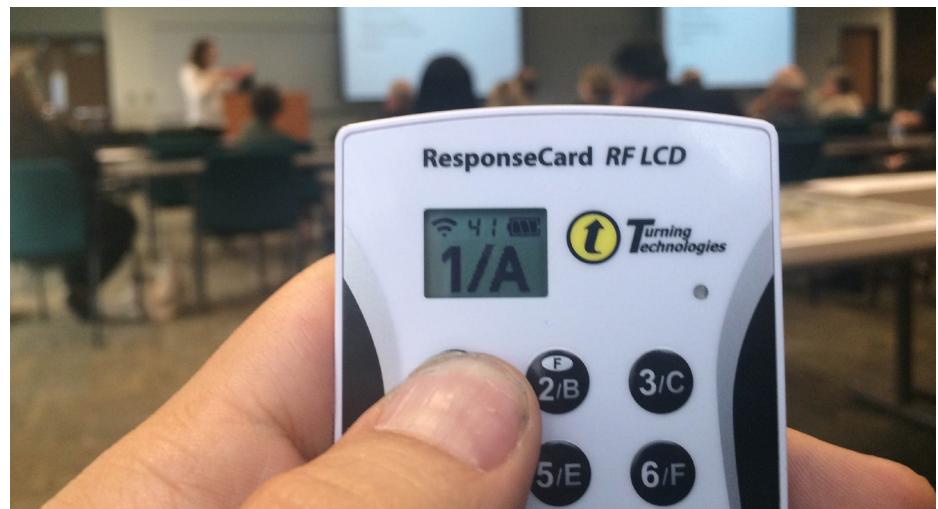
MORE

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RELATED EXPERIENCE - CIVIC BRAND

Research & Implementation

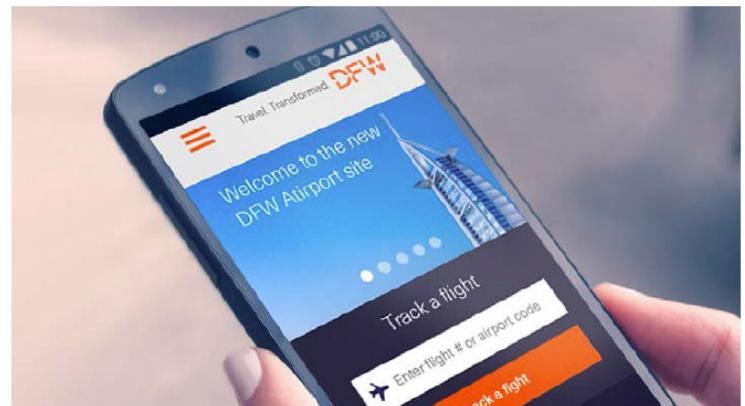
Research and engagement is critical to success in all branding projects. There is a great wealth of information and data and often wide variety of goals, needs and options that must come together to form a unified brand that everyone can support. In today's world, we must reach stakeholders where they are and communicate with them on their terms. CivicBrand has made it a focus to help cities and planners effectively reach and engage communities and stakeholders and then develop multi-phase and multi-year implementation plans.



RELATED EXPERIENCE - PAVLIK

Rebranding DFW International Airport: A Case Study Based on Brand Implementation

Pavlik and Associates developed the strategic communications plan that was the basis of the rebranding of Dallas Fort Worth International Airport in the fourth quarter of 2015. With the rebrand being the first in decades, the third busiest airport in the world at that time set as its goal to become number one internationally, and the roll-out was to be strategic and inclusive of all target audiences, including decision-makers and opinion-shapers. We implemented both business to business and business to consumer communications. All mediums were engaged; airport employees were strategically involved, and special events provided phenomenal enthusiasm. The Pavlik team is now in its fourth year of a five-year contract and continues to engage with the national media in all sectors to promote the airport's many facets of consumer services and special offerings.



LA FASHION DISTRICT - BRANDING PROPOSAL



REFERENCES

CivicBrand

CivicBrand has worked with LaTerra Studio on numerous civic projects, including district branding, where our team directed public engagement, brand identity and implementation strategy.

Brad Moulton
Principal, La Terra Studio
2700 Swiss Ave #100, Dallas, TX 75204
bmoulton@laterrastudio.com
214.749.0333

CivicBrand worked with the City of Farmers Branch on developing branding for a city district. This involved stakeholder interviews, branding and communication strategies and public engagement.

Alexis Jackson, AICP
Planning Manager, City of Farmers Branch
alexisjackson@farmersbranchtx.gov
972.919.2551

CivicBrand has worked with Gina Nash at both City of Sachse and City of Forney in directing public engagement and branding for their citywide comprehensive plans.

Gina Nash
City Manager, City of Sachse City
3815 Sachse Rd. Building B Sachse, TX 75048
gnash@cityofsachse.com
469.429.477

Pavlik & Associates

Dallas Fort Worth International Airport, Strategic Reorganization of the Airport's Public Affairs Department into the current multi-dimensional corporate affairs department; on-going development of strategic communications plans

Atif Elkadi
Communications Manager, Business Initiatives, DFW Airport
aelkadi@dfwairport.com
972-973-5551 office
858-361-9319 mobile

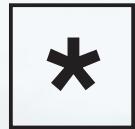
Aledo ISD, Communications Audit and Strategic Plan

Dr. Derek Citty
Superintendent, Aledo ISD
dcitty@aledo.k12.tx.us
817-451-5110 office

City of Fort Worth, on-going Communications and Public Engagement Processes

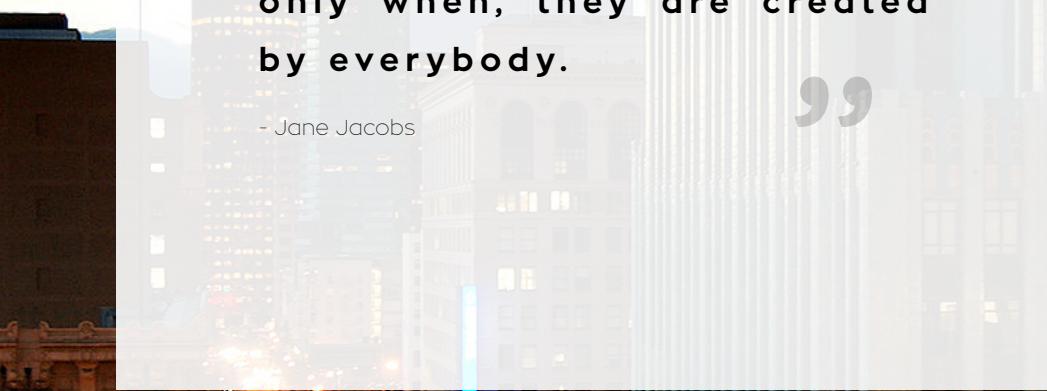
Dana Burghdoff
City of Fort Worth
Assistant Director - Planning
Dana.burghdoff@fortworthtexas.gov
817-392-8018

OUR APPROACH



“ Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

- Jane Jacobs



LA FASHION DISTRICT - BRANDING PROPOSAL

In today's world, a brand has the unique capability of influencing stakeholder feelings and perceptions. While a logo plays a major part in conveying a message, brands rely on much more than a logomark to communicate and connect with their audience.

This means that districts like the LA Fashion District must look beyond conventional standards of branding and reach out to audiences for feedback—all while remaining mindful of stakeholders' goals and positioning. This requires a deep understanding of the core values of your community, what their goals are and what will inspire them to become more involved citizens.

A brand is much more than a logo, especially for a city or district. It is both a reflection of the area's deep history and a vision for the future. It must elicit an emotional connection to the city from old and new residents alike, and provide a central mission that citizens are able to rally behind and support.

CivicBrand brings a dynamic understanding of public sector stakeholders and knowing how to communicate with citizens and stakeholders on their terms. In order for a district branding project like this to be effective, it has to come from and represent the people, rather than be handed down to them. By encouraging public engagement, we can develop a brand for the LA Fashion District that feels both for and by the people, and thus inspires them to become more involved in their community.

Best practices support the creation of comprehensive branding strategies and programs that do not rely exclusively on a logo or imprint, but instead are complemented by both. Branding is about using all components of the brand, including the logo, colors, voice and tone, efficiently and effectively and not only delivering the desired message but also achieving the desired result and action.

“ A brand is so much more than just a logo. ”

After holding a Brand Camp kickoff meeting with district stakeholders, the CivicBrand team will conduct interviews of both stakeholders and citizens, analyze all current brand assets and their relation to the future of the district, and tour the area and key recreational and commercial locations. Once that process is complete, we will begin the design phase of the project, designing all key assets, templates and guides. A key to this process is a number of both internal and external revisions, as well as always looping back to see how our designs fit into the bigger picture for the district. When a design is finalized, we will develop a documentary video of the entire process, with the goal of showing the extent of involvement, thought, revision and strategy that went into the process in order to develop something that will play a key role in the district's development for years to come. Videos like these create greater buy-in by showing everything that went into the process. This shows that it's much more than just a logo and that their voice has been heard.

These steps will ultimately culminate in the development of a brand identity playbook that clearly outlines the steps needed to achieve the branding goals. This will be a multi-year and multi-phase implementation plan with very clear steps.



SCOPE

In order to achieve the goals of the proposal, we have identified the following key projects and tasks that will define the scope and give us the information needed for success.

STAGE 1 - Research & Foundation

- Hold a Brand Camp kickoff meeting with key stakeholders to more thoroughly gauge project needs and goals
- Conduct one-on-one interviews of both key stakeholders and citizens to gain an understanding of their perception of the district and related needs
- Analyze all current brand assets and existing data
- Tour the district as well as key locations within the district to get a feel for the community in order to better direct branding efforts

STAGE 2 - Branding & Message Development

- Design the logo, establish voice and tone, and develop a style guide
- Design and develop key assets, including a website, social media graphics, letterhead, brochures and other related items

STAGE 3 - Brand Implementation Playbook

- Develop a brand identity playbook outlining key strategies, brand and messaging initiatives, and best practices, with detailed steps for implementing the new brand
- Develop guidelines for tracking and measuring the impact of the new brand
- Develop a documentary video showcasing the entire design process

STAGE ONE: RESEARCH & FOUNDATION



Brand Camp with Key Stakeholders

We will start the process by meeting with key stakeholders for Brand Camp, where we will learn more about the district and ask targeted questions that will allow us to diagnose your branding problems, district history, district changes and district goals in order to hold effective interviews in the next step.



In-Person Interviews

The driving force behind any branding plan should be the people it is developed for, and in order to fully understand their needs and wants it is necessary to speak with them personally. The CivicBrand team will conduct in-person interviews with key stakeholders. We will seek to understand what needs to be communicated in the new branding as well as how they perceive the district. Doing so will facilitate a fully custom strategy that is catered to a shared vision amongst stakeholders.



Analysis of Current Brand Assets

An effective branding campaign should be directed by analyzing the current brand assets compared to modern best practices, our Brand Camp meeting and interviews with citizens, as well as the vision stakeholders have for the future. The CivicBrand team will also analyze districts across the country and see how they are positioning themselves. This will allow us to see where we need to take your brand and give us a roadmap of how to get there.



Tour of the District

CivicBrand will tour the district, visiting key landmarks in order to better understand the district, its history, how it is changing and what its needs are. The new brand should reflect the feel of the district and where it is headed. That is only possible with an adequate understanding of what makes the LA Fashion District unique.

The steps outlined above will provide us with the information we need to deliver a competent Research Summary, and guide our development of your brand story, voice and detailed Creative Brief.

STAGE TWO: BRANDING & MESSAGE DEVELOPMENT



CivicBrand will then begin the design process. The identity design will be based off of all we learned in stage one, in conjunction with consistently referring to the plan for the future of the district. This process includes numerous internal revisions, as well as external revisions with key stakeholders to develop a logo that truly reflects the district and all of its needs.



Once we have finalized the visual design, the CivicBrand team will then establish the voice and tone for the LA Fashion District. This is a key part in guiding how the new branding will be perceived by district residents as well as visitors and investors. Again, the development of the new voice and tone will be guided by stage one and community feedback.



The CivicBrand team will then develop a style guide that reflects all of the branding changes and best practices for using the new branding. The style guide will ensure that branding is consistent across channels, and provide you with easy to use digital tools for managing brand assets, which is the only way for the brand to be truly effective in achieving the district's goals.



The website is a key brand asset that will need to be updated in order to reflect the new branding for the LA Fashion District and to communicate to site visitors in the updated voice and tone. The CivicBrand team will design a website layout that will communicate to citizens, visitors and investors alike, and express the goals for the district in the future.



Our team will then design all other key assets to match the new branding, including templates for letterhead, business cards, brochures, social media graphics and banners/signs. Doing so will again ensure that branding is consistent across channels and communicated in a way that will encourage more civic engagement.

STAGE THREE: STRATEGIC BRAND IMPLEMENTATION & COMMUNITY ENGAGEMENT



Implementation Playbook

CivicBrand will combine everything from stage one and two and deliver a comprehensive Brand Identity Playbook that will clearly define the brand, outline key brand strategies, brand and messaging initiatives, along with detailed steps for implementing the new brand. This is a significant document that will guide the city in defining and implementing the brand over the years to come.



Define Guidelines for Tracking & Measuring

A key element of the brand identity playbook is outlining steps to measure the effectiveness and impact of the brand. Based on branding goals defined in stage one, the branding playbook will circle back around on those goals and develop a plan for monitoring the success and effectiveness of the new brand.



TIMELINE

Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Brand Camp																	
Conduct Interviews / Focus Groups																	
Analyze all district brand assets																	
Tour of the district																	
Brand Identity Design / Revisions																	
Stakeholder Feedback																	
Community Feedback																	
Voice / Tone Guide																	
Develop Style Guide																	
Design Brand Assets / Templates																	
Develop Brand Identity Playbook																	
Final Presentation / Reveal																	
Video Documentary of Process																	

“ A new brand will not only communicate the rich history of the LA Fashion District, but will also spotlight a bright future. ”

BUDGET BREAKDOWN

The total fee for the project is \$45,000 and is divided into 3 equal phases. Each phase includes a significant level of stakeholder engagement as we build feedback loops into our branding process.

